



All Users
100.00% Sessions

Total Visits

3,846,370
% of Total: 100.00% (3,846,370)

Avg. Visit Duration

00:02:07
Avg for View: 00:02:07 (0.00%)

Pageviews

8,831,385
% of Total: 100.00% (8,831,385)

Unique Visitors

2,935,454
% of Total: 100.00% (2,935,454)

Avg. Pages / Visit

2.30
Avg for View: 2.30 (0.00%)

Avg. Time on Page

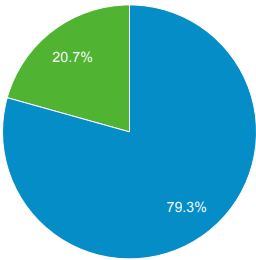
00:01:38
Avg for View: 00:01:38 (0.00%)

Bounce Rate

46.57%
Avg for View: 46.57% (0.00%)

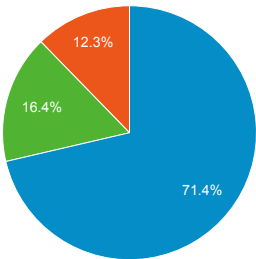
New vs. Returned Visitors

New Visitor Returning Visitor



Avg. Visits per Visitor

1 2 Other



Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	2,632,702	34.82%
TSA Pre✓® Transportation Security Administration	1,006,144	35.66%
Transportation Security Administration	761,358	27.89%
Liquids Rule Transportation Security Administration	586,150	65.97%
Identification Transportation Security Administration	307,622	64.82%

Visits by Social Network

Social Network	Sessions
Twitter	63,993
Facebook	24,054
reddit	1,073
Stack Exchange	916
Quora	753
TripAdvisor	716
Instagram	545
LinkedIn	419
Blogger	269
YouTube	243

Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,519,849	45.21%
(direct) / (none)	1,182,502	49.28%
search.usa.gov / referral	161,945	40.99%
delta.com / referral	120,805	27.62%
bing / organic	109,577	32.66%
aa.com / referral	95,282	62.03%
yahoo / organic	65,042	38.09%
t.co / referral	63,823	88.28%
dhs.gov / referral	40,694	27.08%
southwest / email	28,035	65.40%